

IN THE CLAIMS

Claims 1-12. (canceled)

Claim 13. (New) A data processing apparatus for recommending content to a user; comprising:

receiving means for receiving favorite content lists via a network from a plurality of user terminal devices including the user terminal device corresponding to the user;

a specifying portion for extracting and specifying a content list by comparing content listed in the received favorite content lists;

a recommendation list generation portion for assigning points and ranking content in the specified content list and generating a recommendation content list specific to the user based on the ranked content and excepting the content of the user's favorite content list; and

transmitting the recommendation content list to the user terminal device corresponding to the user.

Claim 14. (New) A method of recommending content to a user; comprising the steps of:

receiving favorite content lists via a network from a plurality of user terminal devices including the user terminal device corresponding to the user;

extracting and specifying a content list by comparing content listed in the received favorite content lists;

assigning points and ranking content in the specified content list;

generating a recommendation content list specific to the user based on the ranked content and excepting the content of the user's favorite content list; and

transmitting the recommendation content list to the user terminal device corresponding to the user.

Claim 15. (New) A user terminal device connected to a data processing system for recommending content to a user; comprising:

transmitting means for transmitting a favorite content list and a request for a recommendation content list to a data processing apparatus via a network; and

receiving means for receiving the requested recommendation content list;

wherein the recommendation content list is specific to the user and is generated by extracting and specifying a content list by comparing content listed in favorite content lists from a plurality of users, assigning points

and ranking content in the specified content list, and generating the recommendation content list based on the ranked content and excepting the content of the user's favorite content list.

Claim 16. (New) A data processing system for recommending content to a user; comprising:

a plurality of user terminal devices including the user terminal device corresponding to the user, each comprising:

transmitting means for transmitting a favorite content list and a request for a recommendation content list; and

receiving means for receiving the requested recommendation content list; and

a data processing apparatus connected to the plurality of user terminal devices via a network, comprising:

receiving means for receiving the favorite content lists from the plurality of user terminal devices and the request from the user terminal device corresponding to the user;

a specifying portion for extracting and specifying a content list by comparing content listed in the received favorite content lists;

a recommendation list generation portion for assigning points and ranking content in the specified content list

and generating the recommendation content list specific to the user based on the ranked content and excepting the content of the user's favorite content list; and

transmitting means for transmitting the recommendation content list to the user terminal device corresponding to the user.